

Get your teams & processes ready for a successful account-based marketing implementation

ABM READINESS SERVICE PACK

Account-Based Marketing (ABM) integrates marketing throughout the entire customer journey for the purpose of creating hyper-personalized interactions with your best buyer. Sounds great doesn't it? The only hiccup comes in the form of re-tooling your entire organization to think like sales, act like marketing and engage like never before.

In **LeadMD's ABM Readiness Service Pack** we work with organizations to evaluate their tech stack and determine what operational processes must come in line with best practice frameworks crucial to ABM. This comprehensive deep dive evaluates your existing business process and lead lifecycle to create a roadmap for implementing the necessary changes to support a best-in-breed ABM strategy.

What we'll do together

Discover



Establish a deep understanding of current marketing and sales processes.

Define



Construct a necessary roadmap to transition from lead centricity to an account-based model.

Deliver



Create a step-by-step framework to configuring your tech stack to support ABM.

Visualize success with the ABM Readiness Service Pack

WHAT YOU GET

The Outputs

- Evaluation of Marketing & Sales Processes & Platforms
- Definition of Ideal Customer Profile (ICP) Data Points
- Account and Buyer Database Coverage Analysis
- Identification of Key Account Insights & Triggers
- Establishment of ABM Reporting & Metrics
- Explicit Roadmap and Guide to ABM Implementation



HOW YOU'LL HELP

The Inputs

ABM is no small change. The impacts are far reaching. So consensus among marketing and leadership, as well as other stakeholders, is critical.



To include onsite exploration, we need **at least 15 hours or more** determined by internal politics and accessibility.

The Bottom Line

ABM is a tectonic shift in business. It involves the entire organization, so implementation means process, messaging and platforms must all work together to facilitate highly-personalized interactions with prospects.

The good news? We helped pioneer ABM and its facilitation via digital marketing platforms, so we're here to make your transition a smooth one. No agency has performed more ABM implementations than LeadMD. Our ABM Readiness Audit is a critical undertaking to ensure your technology platforms are prepared to support mission critical business process.

[GET STARTED TODAY](#)

Other services that will help your team succeed in digital marketing

Buyer Persona

What do they want? What do they need? ABM revolves around the Ideal Customer Profile and the buying committees they make up.



Business Process

It's time to put these findings to work. Actualize your tailored ABM framework, by making your tech stack come to life in an account-based marketing model.

Lead Nurturing

It's time to use that framework of yours to grow (or dare we say nurture) awareness, interest & engagement through repeatable yet customizable communications.

